



M. J. GOODMAN
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February 4, 1997

RJR Account # 401041
B W CLIFFORD
ELM STREET
MORRISTOWN, NJ 07960

March Doral Buy 2 Packs Get 1 Free #700046

To: B W CLIFFORD

Doral product and shippers have been packed and are available for you at your wholesale supplier M.BERNSTEIN & SONS. If you have changed suppliers or this is not your current supplier, please call our Operations Office at 610-280-9120 and provide us with updated information for future promotions.

A retail account listing for this promotion is attached, please ship the numbers of displays indicated to your accounts on this listing.

Quantity of Shippers:	4
These shippers will service:	4 Retail Stores
Ship Date to retail:	Week of March 3, 1997
Retail Sales Offer per SKU:	20 Offers
Brand Assortment:	Doral FF King Doral LT King Doral FF 100 Doral LT 100
Billing per SKU	4 Savings Priced Cartons

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs get 1 pack free.

Ship the number of displays to each account as noted on the enclosed retail account listing.

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Doral B2G1F
Account: B W CLIFFORD / 401041

Attached is a list of retail accounts authorized to receive the packed displays.

Important Note: If any of the accounts on the attached VAP listing refuse delivery or send the promotional shipper back to you, please contact our Operations office at 610-280-9120.
We will arrange to have our sales representatives re-sell the product for you.

For additional information or questions please contact your RJR Representative: Lenard Weber

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lenard Weber

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